

BLUE WAVE GROUP

OUTSIDE THE BOX CREATIVE

WHY CHOOSE BLUE WAVE GROUP FOR YOUR DIGITAL MARKETING?

If you're ready to launch, scale, grow or simply achieve consistency, we are ready to tailor a clear & concise digital marketing strategy to get you to where you want to be.

After 15 years of assisting local businesses with their physical marketing presence (as Blue Wave Signs), it was a natural transition to move into the digital marketing space.

Having worked for more than 5 years, with dozens of Australian business owners, we have identified the undeniable confusion that digital marketing currently creates. Here at Blue Wave Group, we aim to break it down... take out the confusing marketing lingo, and provide clear and accurate strategies and reporting that you'll actually understand.

We're the marketing experts. We don't expect you to be.

You're the expert in your field.

We can't market your business without a clear understanding of what you do and who you do it for. This is where our partnership will begin.

Market a little, or market a lot. It's your business, it's your budget... It's your choice.

Speak with our team today. It costs nothing to talk... lets chat, and see if we're the right fit for your business.

Here's how to get in touch;

W: www.bluewavegroup.com.au

Ph: 0413 702 648

E: donna@bluewavegroup.com.au

**TAKING THE MUMBO JUMBO OUT OF
DIGITAL MARKETING**

EVER FELT OVERWHELMED FROM DIGITAL MARKETING? LET'S BREAK IT DOWN...



ORGANIC POSTS + COMMUNITY MANAGEMENT



SOCIAL MEDIA ADS



WEBSITE DESIGN + OPTIMISATION / GOOGLE ANALYTICS



GOOGLE MY BUSINESS - POSTS + UPDATES



GOOGLE ADS



CRM / DATABASE INTEGRATION + CORRESPONDENCE

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ORGANIC POSTS

Regular (unpaid) day-to-day posts onto your Facebook Page Or into your Facebook Group. Note: A package can be designed to suit your business. Whether you'd like three facebook posts a day, or one a week, we can tailor a package to suit.

- Do you have a Facebook/Instagram account? If not, we'll create one for you.
- Do you have a Facebook group? Let's chat to work out if you need one.
- Regular posts to your Facebook page/group.
- Create a content plan.
- Create content (visuals & copy).

COMMUNITY MANAGEMENT

Interaction with your social media audience.

- Create posts to encourage community engagement.
- Allow ability to 'message us'.
- Develop scripting / Frequently Asked Questions (FAQ's).
- Reply/engage with all comments on your posts.
- Reply/converse with all messages received.



SOCIAL MEDIA - FACEBOOK/INSTAGRAM ADS

You set your daily/weekly/monthly budget, and these ads will show as 'sponsored' content within our target audiences newsfeed.

- Create content (visuals & copy) for social media ads.
- Create Facebook/Instagram Ads.
- Determine 'calls to action'.
- Create various messaging.
- Split-testing/ad-variations to determine optimal messaging.
- Reviewing and refining wording as required.
- Comprehensive end of month reporting.



WEBSITE DESIGN

We can create a website from scratch or refine your existing one.

- Create & publish blogs/information pieces as required.

WEBSITE OPTIMISATION

Let us help you get to the top of Google searches.

- Search engine optimisation (SEO) strategies.
- Determine important keywords and ensure keyword-rich copy.

GOOGLE ANALYTICS

Google Analytics allows us to see where all of your leads come from. Therefore it gives us the knowledge of what marketing techniques are working best.

- Create a Google Analytics account & link to your website.
- Create goals within your account.
- Provide regular reporting on how many visitors, time spent, bounce-rates etc.



GOOGLE MY BUSINESS

Google My Business is a really helpful tool for website optimisation. It's free, and is a simple and effective way to boost your Search Engine Optimisation (SEO).

- Do you have a Google My Business account? If not, we'll create one for you.
- Update company details as required.
- Create content.
- Post content.
- Post updates.
- Post products / items.
- Post specials / information.



GOOGLE ADS

These are those ADS that you see at the very top of the page when you conduct a Google search. They are incredibly important to a marketing strategy because they are put in front of people actually searching for your product. With its excellent targeting abilities, if you only choose one digital advertising platform, this should be it. You set your budget, and you only pay when someone clicks on your ad and goes to your site.

You set your daily budget, and you'll only pay when someone clicks on your ad.

- Do you have a Google Ads account? If not, we'll create one for you.
- Create ads.
- Create sitelinks.
- Create keyword/negative keyword lists.
- Set audiences (locations, interests etc).
- Set budgets & bid strategies.
- Refine and optimise ads.
- Create conversion tracking tags & implement to back end of website to allow us to determine precisely how many clients have come from paid Google Ads.
- Update Ads with specials or seasonal information.
- Create easy to understand reporting.



CUSTOMER RELATIONSHIPS MANAGEMENT SYSTEM (CRM)

Integration & Correspondence as required. Whether you have a full system specific to your product or service, or a plain old excel spreadsheet, this is a list that shouldn't be ignored.

- Do you currently have a CRM program? We can find one for you.
- What do you do with your database?
- Together we can create a plan.
- Create content, specific to your customers.
- Regular emails/updates.
- Integrate with your website.
- Create message/email sequences to save you time.

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